

# Kliner

For and About K mart Corporation Employees

The store planning and design department have joined forces with the marketing department, an area which evolved in March of 1982. Counter clockwise Duane Finch, director of store planning and design, Ed Kreitz, director of marketing and Larry Bonscour, designer, view a CAD—Computer Aided Design terminal, the designers

drawing board of the future. Within minutes, store layouts can be redesigned on the computer, fixtures can be re-positioned, graphics can be added and counter dimensions can be modified. This area facilitates the marketing department in their coordinating of K mart store's New Direction. More on marketing inside.

